

2014 Economic Impact

This report describes the economic impacts of travel to and through the state of West Virginia and each of its 55 counties from 2000 to 2014.

- The estimates of the direct impacts associated with traveler spending in West Virginia were produced using the Regional Travel Impact Model (RTIM) developed by Dean Runyan Associates.
- The purpose of such travel can be for business, pleasure, shopping, to attend meetings, or for personal, medical, or educational purposes. All trips to West Virginia by U.S. residents and foreign visitors are included. The travel of West Virginia residents to other destinations in West Virginia is included, provided that it is neither commuting nor other routine travel.
- The travel industry is an export-orientated industry because goods and services are sold to visitors, rather than residents. The travel industry injects money into the local economy, as do exports of other industries.
- **Travel spending by all overnight and day visitors in West Virginia was \$4.5 billion** in the 2014 calendar year. This is equivalent to approximately \$12.3 million dollars per day.
- **Travel spending in West Virginia has increased by 4.4 percent per year since 2000.** In constant dollars (adjusted for inflation), travel spending has increased by about 2 percent per year over the same period.
- **During 2014, visitor spending in West Virginia directly supported about 46,000 jobs with earnings of \$1.1 billion.** Travel spending generated the greatest number of jobs in accommodations & food services, and arts, entertainment, recreation.
- **Local and state government revenues generated by travel spending were \$527 million** in 2014. Without these revenues generated travel spending, each household in West Virginia would have had to pay an additional \$692 in state and local taxes to maintain current service levels.
- Primary causes of decline from 2013 to 2014 were gaming (down 10.4%), and transportation & gas (down 3.5%).
- Increases from 2013 to 2014 include:
 - Accommodations - Up 6%
 - Food Service - Up 8.7%
 - Food Stores - Up 4.6%
- Dean Runyan utilizes several sources, such as the Bureau of Labor Statistics, Bureau of Economic Analysis, Hotel/Motel Taxes, Lottery Gaming data, etc... Many of these statistics are revised yearly (sometimes monthly). Runyan utilizes these revisions and incorporates them in all numbers from 2000 forward. This allows an apples-to-apples comparison of all past year numbers.

Source: *Dean Runyan Associates, 2015*